

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 860 registered voters
Dates: September 6-8, 2008

48 Male
52 Female
[109]

FINAL

Study #6086
NBC News/Wall Street Journal Survey
September 2008

Please note: all results are shown as percentages unless otherwise stated.

***The margin of error for a
crosssection of 860 interviews is $\pm 3.3\%$***

1a. Are you currently registered to vote at this address?

Registered.....	100	CONTINUE	[139]
Not registered.....	-	TERMINATE	
Not sure.....	-		

(ASK ONLY OF SAMPLE TYPE 2 - CELL PHONE ONLY RESPONDENTS.)

1b. Do you have a landline in addition to your cell phone, or is your cell phone the only telephone you have? +

Have a landline.....	-	TERMINATE	[140]
Cell phone is only telephone.....	100	CONTINUE	
Not sure.....	-	TERMINATE	

+ Results shown reflect responses among registered voters.

2a. For statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to? +

18-24.....	8	[141-142]
25-29.....	9	
30-34.....	9	
35-39.....	8	
40-44.....	13	
45-49.....	6	
50-54.....	10	
55-59.....	9	
60-64.....	9	
65-69.....	5	
70-74.....	7	
75 and over.....	6	
Not sure/refused.....	1	

+ Results shown reflect responses among registered voters.

2b. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background? +

Yes, Hispanic.....	8	[143]
No, not Hispanic.....	92	
Not sure/refused.....	-	

+ Results shown reflect responses among registered voters.

2c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else? +

White.....	80	[144]
Black.....	9	
Asian.....	1	
Other.....	3	
Hispanic (VOL).....	6	
Not sure/refused.....	1	

+ Results shown reflect responses among registered voters.

3. In general, do you approve or disapprove of the job that George W. Bush is doing as president?

							High	Low	
	9/08+	8/08+	7/08+	6/08+	4/08+	3/7- 10/08+	11/01	4/08+	
Approve.....	34	31	30	28	27	32	88	27	[145]
Disapprove.....	61	64	64	66	66	63	7	66	
Not sure.....	5	5	6	6	7	5	5	7	
	1/08+	12/07+	11/07	9/07	7/07	6/07	4/07	3/07	
	32	34	31	33	31	29	35	35	
	63	60	63	61	63	66	60	60	
	5	6	6	6	6	5	5	5	
	1/07	12/06	10/28- 30/06+	10/13- 16/06+	9/30- 10/2/06+	9/8- 11/06+	7/06	6/06	
	35	34	39	38	39	42	39	37	
	60	61	57	57	56	53	56	58	
	5	5	4	5	5	5	5	5	
		4/06	3/06	1/06	12/05	10/05	9/05	7/05	
		36	37	39	39	39	40	46	
		57	58	54	55	54	55	49	
		7	5	7	6	7	5	5	
		5/05	4/05	2/05	1/05	12/04	10/04+	9/04+	
		47	48	50	50	49	49	47	
		47	46	45	44	44	47	48	
		6	6	5	6	7	4	5	
		8/04+	7/04+	6/04+	5/04+	3/04	12/14/03	12/13/03	
		47	48	45	47	50	58	52	
		48	46	49	46	46	34	41	
		5	6	6	7	5	9	7	
		11/03	9/03	7/03	5/03+	4/03	3/29- 30/03	3/23/03	
		51	49	56	62	71	66	67	
		44	45	38	31	23	29	28	
		5	6	6	7	6	5	5	
		3/17/03	2/03 ¹	1/03	10/02+	9/02	7/02	6/02	
		62	61	54	63	64	67	69	
		33	31	40	31	30	27	23	
		5	8	6	6	6	6	8	

+ Results shown reflect responses among registered voters.

4. Please tell me how interested you are in November's elections, using a scale from one to ten, on which a "ten" means that you are very interested in November's elections and a "one" means that you are not at all interested. You may choose any number from one to ten.

	<u>9/08+</u>	<u>8/08+</u>	<u>7/08+</u>	<u>6/08+</u>	<u>4/08+</u>	<u>3/08+</u>	
10, very interested.....	69	65	64	67	65	67	[146-147]
9.....	10	8	8	7	9	8	
8.....	10	11	12	11	11	10	
7.....	3	5	5	5	4	5	
6.....	2	2	3	2	3	2	
5.....	2	3	4	4	3	3	
4.....	1	1	1	1	1	1	
3.....	1	1	1	1	2	1	
2.....	1	1	-	-	-	-	
1, not at all interested.....	1	3	2	2	2	2	
Cannot rate.....	-	-	-	-	-	1	
		<u>1/08+</u>	<u>12/07+</u>	<u>11/07</u>	<u>10/04+</u>	<u>9/04+</u>	
		66	65	59	74	71	
		10	8	9	8	7	
		10	12	12	9	9	
		4	5	7	3	5	
		3	2	3	2	2	
		4	4	5	2	4	
		1	1	1	-	1	
		1	1	1	1	-	
		-	-	-	-	-	
		1	2	3	1	1	
		-	-	-	-	-	

+ Results shown reflect responses among registered voters.

5. Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
George W. Bush							[148]
September 2008+.....	15	18	12	14	41	-	
August 2008+.....	15	19	11	15	40	-	
July 2008+.....	14	18	10	16	42	-	
June 2008+.....	11	19	10	16	44	-	
April 2008+.....	12	19	13	14	42	-	
March 24-25, 2008+...	16	17	12	13	41	1	
March 7-10, 2008+....	16	18	10	12	43	1	
January 2008.....	14	18	10	17	40	1	
December 2007.....	16	20	11	13	40	-	
September 2007.....	18	18	11	13	40	-	
July 2007.....	13	20	11	15	41	-	
April 2007.....	17	19	13	14	37	-	
December 2006.....	19	19	10	15	37	-	
July 2006.....	21	18	10	15	36	-	
January 2006.....	24	17	12	13	33	1	
November 2005.....	20	18	12	15	35	-	
September 2005.....	24	18	10	14	34	-	
July 2005.....	27	20	10	15	28	-	
January 2005.....	32	19	9	15	25	-	
June 2004+.....	33	15	8	14	30	-	
January 2004.....	38	17	8	13	24	-	
September 2003.....	35	17	9	15	23	1	
July 2002.....	40	26	11	11	12	-	
June 2001.....	30	23	16	15	15	1	
<i>High</i>							
December 2001.....	54	26	9	6	5	-	
<i>Low</i>							
June 2008+.....	11	19	10	16	44	-	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
John McCain							[149/156]
September 2008+.....	25	25	16	15	18	1	
August 2008+.....	14	31	21	16	17	1	
July 2008+.....	13	29	26	16	14	2	
June 2008+.....	11	28	25	19	15	2	
April 2008+.....	11	29	27	17	13	3	
March 24-25, 2008+...	14	31	26	15	10	4	
March 7-10, 2008+.....	15	32	23	15	12	3	
January 2008.....	14	31	26	15	7	7	
December 2007.....	10	29	26	21	7	7	
November 2007.....	8	27	31	19	7	8	
September 2007.....	9	27	26	18	11	9	
July 2007.....	7	28	25	20	9	11	
April 2007.....	11	31	27	15	7	9	
March 2007.....	12	31	25	15	9	8	
December 2006.....	13	33	22	16	4	12	
June 2006.....	11	29	29	11	5	15	
April 2006.....	12	27	28	13	6	14	
August 2004+.....	18	33	26	8	4	11	
July 2004+.....	19	30	30	9	2	10	
May 2004+.....	20	30	26	8	5	11	
July 2002.....	12	29	27	10	5	17	
April 2002.....	18	29	25	9	3	16	
June 2001.....	15	29	26	11	6	13	
April 2001.....	17	30	25	9	3	16	
January 2001.....	16	28	29	7	3	17	
July 2000+.....	18	32	25	9	6	10	
April 2000+.....	16	30	27	12	5	10	
January 2000.....	14	20	27	8	3	28	
December 1999.....	12	22	24	4	2	36	
<i>High</i>							
May 2004+.....	20	30	26	8	5	11	
<i>Low</i>							
October 1999.....	9	20	22	5	2	42	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
Barack Obama							[150/157]
September 2008+.....	33	20	13	12	20	2	
August 2008+.....	28	22	13	17	19	1	
July 2008+.....	27	21	16	11	23	2	
June 2008+.....	25	23	17	11	22	2	
April 2008+.....	23	23	16	17	20	1	
March 24-25, 2008+...	24	25	18	16	16	1	
March 7-10, 2008+....	25	26	18	13	15	3	
January 2008.....	19	30	22	11	14	4	
December 2007.....	17	29	22	14	12	6	
November 2007.....	15	28	24	12	12	9	
September 2007	15	27	23	13	12	10	
July 2007.....	16	26	24	12	10	12	
April 2007.....	19	26	25	8	6	16	
March 2007.....	18	19	26	11	6	20	
December 2006.....	17	18	18	7	6	34	
Oct. 28-30, 2006+.....	14	17	18	5	6	40	
<i>High</i>							
March 7-10, 2008+....	25	26	18	13	15	3	
<i>Low</i>							
Oct. 28-30, 2006+.....	14	17	18	5	6	40	
Joe Biden							[151/158]
September 2008+.....	18	22	23	13	12	12	
September 2007.....	4	13	26	11	11	35	
December 2006.....	3	14	23	10	6	44	
June 2004+.....	5	11	25	6	4	49	
Sarah Palin							[152/159]
September 2008+.....	30	17	17	10	17	9	

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure	
Hillary Clinton							[153/160]
September 2008+.....	23	24	15	17	20	1	
August 2008+.....	17	25	16	18	23	1	
June 2008+.....	18	28	14	17	22	1	
April 2008+.....	20	22	14	19	25	-	
March 24-25, 2008+....	17	20	15	21	27	-	
March 7-10, 2008+.....	22	23	11	14	29	1	
January 2008.....	24	23	11	11	30	1	
December 2007.....	22	20	13	12	32	1	
November 2007.....	19	24	12	14	30	1	
September 2007.....	20	24	13	13	29	1	
July 2007.....	20	24	16	12	27	1	
June 2007.....	18	24	15	16	26	1	
March 2007.....	16	23	17	15	28	1	
December 2006.....	21	22	17	12	26	2	
April 2006.....	19	19	19	13	28	2	
December 2004.....	24	21	14	11	29	1	
December 13, 2003.....	21	25	12	12	30	1	
July 2003.....	16	21	20	13	27	3	
January 2001.....	27	22	13	12	24	2	
September 2000+.....	19	23	16	13	28	1	
January 2000.....	21	23	18	13	24	1	
October 1999.....	21	24	13	16	25	1	
<i>High</i>							
January 1999.....	35	23	16	11	14	1	
<i>Low</i>							
March 2001.....	16	19	15	18	31	1	
Cindy McCain							[154]
September 2008+*.....	19	18	32	10	9	12	
August 2008+.....	12	17	39	7	8	17	
July 2008+.....	9	19	40	10	6	16	
March 2008+.....	6	14	37	7	5	31	
Michelle Obama							[155]
September 2008+*.....	21	19	23	11	20	6	
August 2008+.....	19	19	28	11	18	5	
July 2008+.....	17	17	27	13	18	8	
March 2008+.....	14	18	32	9	11	16	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The Democratic Party							[161]
September 2008+**.....	24	25	17	19	14	1	
August 2008+.....	17	26	21	16	19	1	
July 2008+.....	15	28	18	18	19	2	
June 2008+.....	16	27	24	13	19	1	
April 2008+.....	17	27	22	15	17	2	
March 7-10, 2008+.....	20	25	18	16	19	2	
January 2008.....	22	25	19	18	15	1	
November 2007.....	12	27	24	18	17	2	
September 2007.....	8	26	27	22	16	1	
July 2007.....	15	27	21	20	15	2	
June 2007.....	12	30	22	19	16	1	
January 2007.....	13	29	26	16	14	2	
October 28-30, 2006+....	14	25	25	18	17	1	
July 2006.....	7	25	27	22	17	2	
January 2006.....	11	25	28	20	15	1	
September 2005.....	11	26	29	18	14	2	
May 2005.....	12	26	26	20	14	2	
February 2005.....	14	28	28	16	13	1	
October 2004+.....	17	25	22	16	19	1	
September 2004+.....	16	26	20	18	19	1	
September 2003.....	11	29	22	19	16	3	
July 2003.....	11	25	25	20	16	3	
December 2002.....	13	27	27	16	15	2	
July 2002.....	10	29	25	21	13	2	
July 2000+.....	19	27	24	15	14	1	
<i>High</i>							
January 2000.....	20	30	23	15	10	2	
<i>Low</i>							
July 2006.....	7	25	27	22	17	2	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

Q.5 (cont'd)

	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name/ Not Sure</u>	
The Republican Party							[162]
September 2008+**.....	18	22	15	18	25	2	
August 2008+.....	10	25	22	19	23	1	
July 2008+.....	8	23	20	22	26	1	
June 2008+.....	7	21	24	22	25	1	
April 2008+.....	8	19	23	22	26	2	
March 7-10, 2008+.....	10	24	15	21	28	2	
January 2008.....	13	21	26	19	18	3	
November 2007.....	8	24	24	20	22	2	
September 2007.....	8	23	20	27	20	2	
July 2007.....	8	25	19	23	23	2	
June 2007.....	7	21	21	23	26	2	
January 2007.....	10	23	21	23	21	2	
Oct 28-30, 2006+.....	15	20	16	20	28	1	
July 2006.....	11	22	18	21	25	3	
January 2006.....	13	24	20	20	22	1	
September 2005.....	14	23	20	19	22	2	
May 2005.....	13	27	17	19	22	2	
February 2005.....	17	27	19	18	18	1	
October 2004+.....	20	24	18	15	22	1	
September 2004+.....	21	22	16	18	22	1	
September 2003.....	17	26	17	19	18	3	
July 2003.....	18	30	16	16	16	3	
December 2002.....	21	26	22	15	14	2	
July 2002.....	18	25	22	17	14	4	
July 2000+.....	15	28	24	16	15	2	
<i>High</i>							
December 2001.....	21	36	18	13	9	3	
<i>Low</i>							
June 2008+.....	7	21	24	22	25	1	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

6. If the next election for president were held today, with John McCain and Sarah Palin as the Republican candidates, and Barack Obama and Joe Biden as the Democratic candidates, for whom would you vote? ?
(IF "NOT SURE," ASK:) Well, which way do you lean at this time? +

John McCain and Sarah Palin.....	45	CONTINUE	[163-164]
John McCain and Sarah Palin (lean).....	1		
Barack Obama and Joe Biden.....	46		
Barack Obama and Joe Biden (lean).....	1		
Depends (VOL).....	2	Skip to Q.8	
Neither/other (VOL).....	2		
Not sure.....	3		

+ Results shown reflect responses among registered voters.

	8/08+	7/08+	6/08+	4/08+	3/24- 25/08+	3/7- 10/08+	1/08+	4/07
John McCain.....	42	41	41	43	42	44	43	39
Barack Obama.....	45	47	47	46	44	47	41	45
Depends (VOL).....	1	2	2	1	3	1	4	1
Neither/other (VOL).....	4	4	4	5	4	3	5	5
Not sure.....	8	6	6	5	7	5	7	10

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.6a OR Q.6b.)

- 7a. Would you definitely vote for **(TICKET CHOSEN IN Q.6a/Q.6b)**, probably vote for **(TICKET CHOSEN IN Q.6a/Q.6b)** but are still thinking about it, or are you just leaning toward voting for **(TICKET CHOSEN IN Q.6a/Q.6b)**?

	McCain-Palin Voters				Obama-Biden Voters				
	9/08+	8/08+	7/08+	6/08+	9/08+	8/08+	7/08+	6/08+	
Definitely vote for candidate	79	74	75	68	78	76	70	73	[168]
Probably vote for candidate	11	14	12	16	16	14	15	16	
Just leaning toward voting for candidate	10	12	13	16	6	10	15	11	
Not sure	-	-	-	-	-	-	-	-	

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.6a OR Q.6b.)

- 7b. When it comes to your vote for **(McCAIN/OBAMA)** would you say that you are excited to be voting for him, you are satisfied to be voting for him, or you are voting for him as the lesser of two evils?

	McCain Voters			Obama Voters			
	9/08+	8/08+	7/08+	9/08+	8/08+	7/08+	
Excited	34	12	14	55	46	44	[169]
Satisfied	44	46	42	33	36	33	
Lesser of two evils	22	41	43	12	18	22	
Not sure	-	1	1	-	-	1	

+ Results shown reflect responses among registered voters.

8. I'm going to read you several factors that could be important to someone when deciding for whom to vote for president. Please tell me which one or two of these factors will be most important to you personally in deciding how to vote. +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Positions on domestic issues and the economy.....	41	[170]
Stance and positions on foreign policy and defense issues....	26	>
Ability to bring real change.....	26	
Experience and judgment to make the right decisions.....	24	
Strength and leadership qualities.....	20	
Positions on values issues such as abortion and gay rights...	15	
Personal qualities and values.....	11	
Their selection of a vice presidential running mate.....	5	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

Q.9a AND Q.9b ARE ROTATED.

- 9a. Does Barack Obama's choice of Joe Biden as his vice presidential running mate make you more likely to vote for Barack Obama for president, less likely to vote for him, or does it not make a difference to you either way? +

More likely to vote for Obama.....	24	[171]
Less likely to vote for Obama.....	16	
Makes no difference either way.....	58	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

- 9b. Does John McCain's choice of Sarah Palin as his vice presidential running mate make you more likely to vote for John McCain for president, less likely to vote for him, or does it not make a difference to you either way? +

More likely to vote for McCain.....	34	[172]
Less likely to vote for McCain.....	25	
Makes no difference either way.....	40	
Not sure.....	1	

+ Results shown reflect responses among registered voters.

10. Did you vote in the Democratic PRIMARY for president in your state? (IF "YES," ASK:) For whom did you vote in the primary—Barack Obama, Hillary Clinton, or someone else? +

Yes, Voted In The Democratic Primary

Voted for Barack Obama.....	22	[173-174]
Voted for Hillary Clinton.....	19	
Voted for someone else.....	4	
No, Did NOT Vote In Democratic Primary	53	
Not Sure	2	

+ Results shown reflect responses among registered voters.

11. Would you like to see Hillary Clinton as president some day, or not?

	9/08+	8/08+	
Would like to see Hillary Clinton as president some day.....	42	43	[175]
Would not like to see Hillary Clinton as president some day...	48	49	
Not sure.....	10	8	

+ Results shown reflect responses among registered voters.

12. Whether or not you plan to vote for him, if **(READ ITEM)** were to become the next president, how comfortable are you with him as president—very comfortable, fairly comfortable, not really comfortable, or not at all comfortable? +

	Comfortable				Not Sure	
	Very	Fairly	Not Really	Not At All		
Barack Obama						[176]
September 2008+.....	30	26	16	27	1	
August 2008+.....	26	29	16	28	1	
John McCain						[177]
September 2008+.....	26	31	17	24	2	
August 2008+.....	18	37	22	22	1	

+ Results shown reflect responses among registered voters.

13. Whether or not you plan to vote for (him/her), if **(READ ITEM)** were to become the next vice president, how comfortable are you with (him/her) as vice president—very comfortable, fairly comfortable, not really comfortable, or not at all comfortable? +

	Comfortable				Not Sure	
	Very	Fairly	Not Really	Not At All		
Sarah Palin.....	27	27	12	29	5	[178]
Joe Biden.....	26	33	14	19	8	[179]

+ Results shown reflect responses among registered voters.

14. How much confidence would you have in **(READ ITEM)** as commander-in-chief—a great deal, quite a bit, just some, or very little?

	Confidence				Not Sure	
	A Great Deal	Quite A Bit	Just Some	Very Little		
John McCain						[180]
September 2008+.....	30	23	23	23	1	
August 2008+.....	26	24	23	25	2	
Barack Obama						[208]
September 2008+.....	23	19	20	36	2	
August 2008+.....	19	20	21	39	1	

+ Results shown reflect responses among registered voters.

15. How likely do you think it is that **(READ ITEM)** will bring real change and direction to the country--very likely, fairly likely, just somewhat likely, or not that likely?

	Likely To Bring Real Change/Direction				Not Sure	
	Very	Fairly	Just Somewhat	Not That		
John McCain						[209]
September 2008+.....	15	20	23	41	1	
June 2008+.....	11	10	35	42	2	
Barack Obama						[210]
September 2008+.....	30	22	21	24	3	
June 2008+.....	29	19	28	23	1	

+ Results shown reflect responses among registered voters.

16. NOT thinking about any specific candidates, I'm going to list several of types of people who might serve as president or vice president. For each one, please tell me whether that type of candidate is someone you would **(a)** be enthusiastic about, **(b)** be comfortable with, **(c)** have some reservations about, or **(d)** be very uncomfortable with.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY ENTHUSIASTIC

	(A) Enthusiastic	(B) Comfortable	(C) Have Some Reservations	(D) Very Uncomfortable	Not Sure	
A woman						[213]
September 2008+.....	21	64	9	3	3	
January 2008.....	25	51	15	7	2	
December 2006.....	21	59	8	8	4	
An African American						[211]
September 2008+.....	20	67	8	2	3	
January 2008.....	20	61	13	4	2	
December 2006.....	15	68	8	4	5	
A person over age 70						[212]
September 2008+.....	6	43	31	18	2	
December 2006.....	3	30	37	29	1	

+ Results shown reflect responses among registered voters.

Q.17a AND Q.17b ARE ROTATED.

- 17a. Has what you have you seen, read, or heard in the past couple weeks about John McCain and his campaign for president given you a more favorable impression of him or a less favorable impression of him? If you have not seen, read, or heard anything in the past couple of weeks please just say so.

	9/08+	8/08+	
Yes, Have Seen/Heard/Read Something			[214]
More favorable.....	40	27	
Less favorable.....	33	32	
Has made no difference (VOL).....	22	25	
No, Have Not Seen/Heard/Read Anything.....	4	16	
Not Sure.....	1	-	

+ Results shown reflect responses among registered voters.

- 17b. Has what you have you seen, read, or heard in the past couple weeks about Barack Obama and his campaign for president given you a more favorable impression of him or a less favorable impression of him? If you have not seen, read, or heard anything in the past couple of weeks please just say so.

	9/08+	8/08+	
Yes, Have Seen/Heard/Read Something			[215]
More favorable.....	36	30	
Less favorable.....	27	34	
Has made no difference (VOL).....	30	23	
No, Have Not Seen/Heard/Read Anything.....	5	12	
Not Sure.....	2	1	

+ Results shown reflect responses among registered voters.

18. For each of the following candidates, please tell me whether that person has a background and set of values that you can identify with, or whether he does NOT have a background and set of values that you can identify with.

	Has Background/ Set Of Values I Identify With	Does NOT Have Background/ Set Of Values I Identify With	Not Sure	
John McCain				[216]
September 2008+.....	59	36	5	
August 2008+.....	60	33	7	
July 2008+.....	58	34	8	
June 2008+.....	55	37	8	
April 2008+.....	54	35	11	
March 24-25, 2008+.....	57	32	11	
Barack Obama				[217]
September 2008+.....	53	40	7	
August 2008+.....	50	42	8	
July 2008+.....	47	43	10	
June 2008+.....	50	42	8	
April 2008+.....	45	46	9	
March 24-25, 2008+.....	50	39	11	

+ Results shown reflect responses among registered voters.

- 18b. For each of the following candidates, please tell me whether that person has a background and set of values that you can identify with, or whether (he/she) does NOT have a background and set of values that you can identify with. +

	Has Background/ Set Of Values I Identify With	Does NOT Have Background/ Set Of Values I Identify With	Not Sure	
Joe Biden.....	46	30	24	[218]
Sarah Palin.....	52	31	17	[219]

+ Results shown reflect responses among registered voters.

19. Now I'd like you to compare Barack Obama and John McCain on a few qualities that people might look for in a president. For each one, please tell me whether you think that Barack Obama would be better or John McCain would be better on that item. If you think that both would be equally good or that neither would be good on a particular item, just say so.

Who do you think would be better when it comes to **(READ ITEM)**—Barack Obama or John McCain, or do you think that both would be equally good or neither would be good?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY BARACK OBAMA BETTER

	Barack Obama <u>Better</u>	John McCain <u>Better</u>	Both Would Be Equally <u>Good</u>	Neither Would Be <u>Good</u>	Depends (VOL.)	Not Sure	
Being easygoing and likable							[226]
September 2008+ **.....	55	15	24	2	1	3	
July 2008+.....	59	15	20	4	-	2	
Offering hope and optimism for the future							[221]
September 2008+ *.....	50	27	18	4	-	1	
July 2008+.....	54	19	17	7	1	2	
Improving America's standing in the world							[229]
September 2008+ **.....	48	32	11	5	1	3	
July 2008+.....	44	30	14	7	1	4	
Being compassionate enough to understand average people							[222]
September 2008+ *.....	43	28	23	5	-	1	
July 2008+.....	46	22	21	10	-	1	
Having the right temperament to be president							[227]
September 2008+ **.....	42	30	21	2	1	4	
Being consistent and standing up for his beliefs							[228]
September 2008+ **.....	34	41	20	3	1	1	
July 2008+.....	30	38	21	8	-	3	
Being honest and straightforward							[223]
September 2008+ *.....	32	38	20	9	-	1	
July 2008+.....	29	33	20	15	1	2	
Being a good commander-in-chief							[225]
September 2008+ **.....	29	51	14	2	1	3	
July 2008+.....	25	53	14	4	1	3	
Having the strong leadership qualities needed to be president							[224]
September 2008+ *.....	26	48	23	2	-	1	
July 2008+.....	31	42	19	7	-	1	
Being knowledgeable and experienced enough to handle the presidency							[220]
September 2008+ *.....	15	54	25	4	1	1	
July 2008+.....	19	53	19	7	-	2	

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

20. As you think about the presidential race and the direction in which the next president will take the country, who do you think would be the safer choice for president —John McCain or Barack Obama?

	9/08+*	7/08+	
John McCain.....	48	46	[230]
Barack Obama.....	43	41	
Both (VOL).....	1	1	
Depends (VOL).....	2	NA	
Neither (VOL).....	2	5	
Not sure.....	4	7	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among registered voters.

21. As you think about the presidential race and the direction in which the next president will take the country, who do you think would be the riskier choice for president —John McCain or Barack Obama?

	9/08+**	8/08+	7/08+	
John McCain.....	41	37	35	[231]
Barack Obama.....	48	51	55	
Both equally (VOL).....	5	5	3	
Depends (VOL).....	2	NA	NA	
Neither (VOL).....	1	1	1	
Not sure.....	3	6	6	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

- 22a. In thinking about John McCain as president, do you feel that his direction, agenda, and policies would be mostly different from George W. Bush or mostly the same as George W. Bush? + *

Mostly different from George W. Bush.....	35	[232]
Mostly the same as George W. Bush.....	58	
Not sure.....	7	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among registered voters.

- 22b. Please tell me how closely you believe John McCain would follow and support George W. Bush's programs and policies if elected president—very closely, somewhat closely, not too closely, or not closely at all.

	9/08+**	8/08+	7/08+	6/08+	3/08+	
Very closely.....	37	33	32	30	29	[233]
Somewhat closely.....	37	44	45	46	48	
Not too closely.....	17	18	16	16	13	
Not closely at all.....	7	4	5	6	6	
Not sure.....	2	1	2	2	4	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

23. Which comes closest to your view on abortion--abortion should always be legal, should be legal most of the time, should be made illegal except in cases of rape, incest and to save the mother's life, or abortion should be made illegal without any exceptions? +

	9/08+	11/07 ¹	4/06	1/05	6/04	11/03	1/03	
Always legal.....	25	25	27	24	29	29	27	[234]
Legal most of the time.....	24	15	19	19	12	14	17	
Illegal, with exceptions.....	37	40	41	41	45	41	40	
Illegal without any exceptions.....	10	13	10	12	12	13	14	
Not sure.....	4	7	3	4	2	3	2	

+ Results shown reflect responses among registered voters.

¹Comparative data comes from surveys conducted by the Los Angeles Times and Bloomberg.

24. Of the four candidates running for president and vice president, with which one would you most like to have dinner? +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Barack Obama.....	40	[235]
Sarah Palin.....	33	
John McCain.....	15	
Joe Biden.....	7	
None (VOL).....	3	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

- F1. Will this year be the first time you have ever voted in a presidential election? +

Yes, first time.....	9	[236]
No, not first time.....	91	
Not sure.....	-	

+ Results shown reflect responses among registered voters.

- F2. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? +

<u>Currently Employed</u>		
Professional, manager.....	27	[237-238]
White-collar worker.....	22	
Blue-collar worker.....	13	
Farmer, rancher.....	-	
<u>Not Currently Employed</u>		
Student.....	4	
Homemaker.....	6	
Retired.....	22	
Unemployed, looking for work.....	4	
Other.....	-	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

F3. What is the last grade that you completed in school? +

Grade school.....	1	[245-246]
Some high school.....	3	
High school graduate.....	25	
Some college, no degree.....	15	
Vocational training/2-year college.....	13	
4-year college/bachelor's degree.....	25	
Some postgraduate work, no degree.....	2	
2-3 years postgraduate work/master's degree.....	12	
Doctoral/law degree.....	3	
Not sure/refused.....	1	

+ Results shown reflect responses among registered voters.

F4. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? +

Strong Democrat.....	25	[247]
Not very strong Democrat.....	6	
Independent/lean Democrat.....	13	
Strictly independent.....	15	
Independent/lean Republican.....	12	
Not very strong Republican.....	8	
Strong Republican.....	16	
Other (VOL).....	3	
Not sure.....	2	

+ Results shown reflect responses among registered voters.

F5. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? **(IF "LIBERAL" OR "CONSERVATIVE," ASK:)** Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)? +

Very liberal.....	10	[248]
Somewhat liberal.....	16	
Moderate.....	35	
Somewhat conservative.....	20	
Very conservative.....	14	
Not sure.....	5	

+ Results shown reflect responses among registered voters.

F6a. What is your religion? +

Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	54	CONTINUE	[249]
Catholic	23		
Jewish	3		
Muslim	1		
Mormon/LDS/Church of Jesus Christ of Latter Day Saints	1		
Other.....	6	Skip to Conclusion	
None.....	10		
Not sure/refused	2		
		CONTINUE	

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO SAY PROTESTANT, OTHER, NONE, OR NOT SURE IN Q.F6a.)

F6b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way? +

Fundamentalist/evangelical	20	[250]
Neither fundamentalist nor evangelical	45	
Not sure	7	
Catholic/Jewish/Muslim/Mormon (Q.F6a).....	28	

+ Results shown reflect responses among registered voters.